

CLOS
SAINT-BERNARD

DIT

villa Noailles

37^E FESTIVAL INTERNATIONAL
DE MODE, DE PHOTOGRAPHIE
ET D'ACCESSOIRES

Résultats des concours



HYÈRES
13-16 OCT. 2022

villanoailles.com

@villanoailles

CENTRE D'ART CONTEMPORAIN D'INTÉRÊT NATIONAL / MÉTROPOLE TOULON
PROVENCE MÉDITERRANÉE / MONTÉE NOAILLES 83400 HYÈRES

37TH INTERNATIONAL FESTIVAL OF FASHION, PHOTOGRAPHY AND ACCESSORIES, HYÈRES 13-16.10.2022

Pascale Mussard
President

Jean-Pierre Blanc
Founder, general director

Magalie Guérin
Deputy director

Julie Liger
Deputy director

Saïd Berkane
Secretary general

Franca Leguennec
General Administration

Maida Grégory-Boina
Artistic director for Fashion

**Manon Roualdes,
Naomi Gergaud,
Clément Le Tirilly**
Technical department

**Benjamin Saulnier
Amélie Julien-Lafferrière**
Partnerships

**villa Noailles,
Métropole Toulon
Provence Méditerranée**
Montée Noailles 83400 Hyères
info@villanoailles.com
+33 4 98 08 01 98

**Press office - Festival
2e BUREAU**
Sylvie Grumbach
hyeres@2e-bureau.com
+33 1 42 33 93 18

International - Press
Lucien Pagès
contact@lucienpages.com
+33 1 42 77 33 05

Press office - villa Noailles
Philippe Boulet
boulet@tgcgdh.com
+33 6 82 28 00 47

The 37th edition of the International festival of fashion, photography and accessories, Hyères, will take place between Thursday 13th and Sunday 16th October 2022 at the villa Noailles. The exhibitions will be open to the public until November 27, 2022.

Jean-Pierre Blanc is both the founder and the director of the festival which will be presided over by Pascale Mussard.

Since 1986, the festival has promoted and supported young international fashion design, since 1997 a competition has also existed for emerging photographers and this year, since 2016, a competition will also recognise young fashion accessory designers. The festival is acknowledged as the oldest fashion competition aimed at young professionals.

Several prizes are awarded to the competing designers thanks to grants provided by the festival's partners who commit, together with the festival, to provide long term support. Practical assistance is provided right from the selection stage as well as during a period of two years in various different domains: financing, production, workmanship, materials, production, legal, media, exhibitions, workshops and residencies.

Once again in 2021, the faithful partners of the Festival are committed to support the next generation of designers: CHANEL, le19M, Première Vision, LVMH, Hermès, Mercedes-Benz, American Vintage, la Fédération de la Haute Couture et de la Mode, le Défi, Galeries Lafayette, L'Atelier des Matières, Mercedes-Benz...

FASHION COMPETITION



FINALISTS

Jenny Hytönen

Finland
Unisex

Alix Habran Jensen

France - Denmark
Womenswear

Valentin Lessner

Germany
Menswear

Alizée Loubet and Fernando Miró

France and Brazil
Menswear

Priss Niinikoski

Finland
Womenswear

Sini Saavala

Finland
Womenswear

Antonia Schreiter

Germany
Unisex

Lora Sonney

France
Womenswear

Tim Suessbauer

Germany
Menswear

Juha Vehmaanperä

Finland
Menswear

JURY

Glenn Martens

Creative director, Y/Project - Paris
President of the jury and guest of honor

Christa Bösch and Cosima Gadiant

Fashion designers, Ottolinger - Berlin

Max Colombie

Singer, composer, Oscar and the Wolf - Brussels

Ursina Gysi

Stylist

Frederik Heyman

Visual artist - Antwerp

Tiffany Hsu

Vice President of Womenswear & Kidswear Buying,
Mytheresa - London

Ifeanyi Okwuadi

Grand Prix of the jury Première Vision 2021 -
London

Sevdaliza

Singer, composer, producer - Amsterdam

Eugénie Trochu

Head of Editorial Content, Vogue France - Paris

GLENN MARTENS

President of the fashion jury

Originating from Bruges, Belgium, Glenn Martens graduated first in his class from the internationally acclaimed fashion institute The Royal Academy of Fine Arts, Antwerp. In 2008, during his final year at the academy, he was recruited to join the team of Jean Paul Gaultier for the women's precollection in addition to the men's label "G2".

In mid-2010, after a successful run as first assistant to independent designer Yohan Serfaty, Martens worked independently on various high-profile projects affiliated with European brands such as Weekday (H&M) and Honest By Bruno Pieters. In February 2012, he launched his womenswear line during the Paris Fashion Week under the name "Glenn Martens". Since September 2013, Glenn Martens is leading the men and womenswear of the Parisian based label Y/PROJECT.

2017 proved to be a year of recognition for Glenn Martens who entered the BOF 500 index of people shaping the fashion industry and received the ANDAM prize for his outstanding work at the creative helm of Y/PROJECT.

In 2018, Martens continued his rise in the ranks of the industry: being selected again to the BOF 500 as well as to the Vogue Forces of Fashion panel in New York. In Antwerp he was awarded the Belgian Fashion Designer of the Year. His aesthetic is praised by major fashion players like UGG,



©Luc Bertrand

DIESEL and CANADA GOOSE with whom he collaborates on exclusive collections.

Pitti Uomo 95 selected Y/PROJECT as Special Menswear Guest to show in January 2019 where Glenn Martens staged an epic AW19 show at the infamous Santa Maria Basilica.

In 2020, he was awarded the ANDAM Family Fund Prize and launched the label's first-ever ecological line Evergreen. Convinced by the cultural relevance of Martens' work, The Metropolitan

Museum in New York acquired two looks from the Y/PROJECT archives that same year. In October 2020, he's appointed Creative Director of DIESEL, while continuing his position at the creative helm of Y/PROJECT.

Graphic tailoring woven into structural elegance characterizes his designs. Martens' work bridges a technical background and emotional atmosphere with a straightforward look. Culminating in architectural cuts that boast a comfortable fit, the foundation of Glenn Martens resides and relies on transcendent versatility.

GRAND PRIX OF THE JURY PREMIÈRE VISION

JENNY HYTÖNEN

Finland
Unisex

Collection produced with the support of

Emmetex - Première Vision - Paris



GRAND PRIX OF THE JURY PREMIÈRE VISION

A Festival partner since 2011, Première Vision is sponsoring the Grand Prix of the Jury for the 12th consecutive year supporting the finalists in their collection development and production.

The Grand Prix of the jury Première Vision consists of:

- a grant of 20,000 euros offered by Première Vision and a high level of visibility during a Première Vision Paris event in February.
- a collaborative project with the Métiers d'art, worth up to 20,000 euros.
- the conception of a capsule collection that embodies the Galeries Lafayette's values of inclusivity and diversity in the fashion world
- an allocation of fabrics and dedicated support from CELC to create one or several silhouettes to help the winner of the Grand Prix du Jury Première Vision in the development of the marketing of his future collection.
- ICICLE will invite the winner of the Grand Prix du Jury Première Vision to create a capsule collection.
- Madame Figaro, media partner, will offer a visibility and an editorial to the Grand Prix of the Jury Première Vision.



THE *LE19M* MÉTIERS D'ART PRIZE

VALENTIN LESSNER

Germany

MONTEX



THE *le19M* MÉTIERS D'ART PRIZE

After Róisín Pierce in 2019, Emma Bruschi in 2020 and Rukpong Raimaturapong last year, the *le19M* Métiers d'art Prize is awarded for the fourth consecutive year by the Fashion jury to one of the ten finalists of the Fashion competition.

The name of this prize echoes *le19M*, which became a Grand Partner of the festival alongside CHANEL in 2020. Inaugurated last year at the Porte d'Aubervilliers in Paris, this new site imagined by CHANEL brings together eleven maisons d'art and *la Galerie du 19M*, promoting the fashion Métiers d'art and decoration to the general public. Nearly six hundred artisans and experts serve the creativity of French and international brands, large groups and independent clients as well as the young generations of designers.

The *le19M* Métiers d'art Prize goes to the best collaboration between the ten finalists of the Fashion prize and ten of the houses belonging to the Métiers d'art: Priss Niinikoski and the Paloma flou atelier, Valentin Lessner and the embroiderer Montex, Lora Sonney and the goldsmith Goossens, Alix Habran Jensen and the pleater Lognon, Tim Suessbauer and the embroiderer Lesage, Sini Saavala and the feather worker and flower maker Lemarié, Jenny Hytönen and the hatter and milliner Maison Michel, Antonia Schreiter and the leatherworker Ateliers de Verneuil-en-Halatte, Fernando Miró & Alizée Loubet and the glovemaker Causse, Juha Vehmaanperä and the parurier Desrues.

All their creations were presented during two shows that took place on October 14th and 15th. The winner will receive a grant of 20,000 euros to make a new creative project with the Maisons d'art of his choice, to be unveiled during the 38th edition of the festival.

MERCEDES-BENZ SUSTAINABILITY PRIZE

VALENTIN LESSNER

Germany



MERCEDES-BENZ SUSTAINABILITY PRIZE

A partner since 2012, Mercedes-Benz is delighted to continue building its longstanding partnership with Festival d'Hyères.

Following the inaugural award in 2021, the Mercedes-Benz Sustainability Prize marks the brand's ambition to drive responsible luxury forward. Launched together with the brand's partner Fashion Open Studio, the prize bolsters Mercedes-Benz' continued support of the next generation of international design talent at the festival.

Selected by the official Festival d'Hyères Fashion Jury, the finalist who best incorporates sustainable methods into the showcased collection, will be announced during the Festival d'Hyères Award Ceremony. The winning designer will be awarded a 20,000 euros grant by Mercedes-Benz.

Committed to the sustainable future of luxury design, Mercedes-Benz proactively works to future-proof the responsible growth of its fashion partnerships; highlighting best practices and aligning itself with creatives that reflect and champion values such as outstanding and intuitive design, creativity and innovation since 1995.

L'ATELIER DES MATIÈRES PRIZE

SINI SAAVALA

Finland



L'ATELIER DES MATIÈRES PRIZE

In 2022, L'Atelier des Matières becomes a partner of the International Festival of Fashion, Photography and Accessories in Hyères for its 37th edition.

The first ever L'Atelier des Matières prize is awarded to one of the ten Fashion prize finalists for the creation of a silhouette made from materials provided by the atelier. The designs created by the ten finalists are presented in two dedicated shows and in the festival showrooms.

A selection of fabrics and leathers worth 10,000€ from L'Atelier des Matières will be made available to the winner.

PUBLIC PRIZE - CITY OF HYÈRES

A creative residency at the villa Noailles or an artistic commission from the villa Noailles in 2023

JENNY HYTÖNEN

Finland
Unisex

Collection produced with the support of

Emmetex - Première Vision - Paris



FASHION GRANTS

- [SUPIMA](#) as an official partner of the Hyères Festival, is supporting the finalists of the fashion competition with an endowment of SUPIMA fabric. The finalists using SUPIMA fabric will present their looks during the SUPIMA DESIGN LAB.
- [Puntoseta](#) offers to all awarded designers an original printed fabric.
- [Premiere Classe](#) will showcase the Formers finalists of the Festival in a special showroom during the Paris Fashion Week in October offering them a great visibility for their business development.
- [L'atelier Aymeric Le Deun](#), specialist in buttons and fabric or leather covered fashion accessories, supports the finalists by offering them the production of buttons for their collections.
- [Catwalkpictures.com](#) offers to all the award winners the pictures of their first fashion show in Paris.

PHOTOGRAPHY COMPETITION



FINALISTS

Axel Auréjac

France

Alex Avgud

Russia

Christopher Barraja

France

Clara Belleville

France

Adeline Care

France

Rala Choi

Korea

Chiron Duong

Vietnam

Emma June Roze

Belgium

Mathilda Olmi

Switzerland

Eleonora Strano

France / Italy

JURY

Pierre Debusschere

Photographer, director - Brussels
President of the jury and guest of honor

Matthieu Blazy

Creative director, Bottega Veneta

Rebecca Cuglietta

Studio manager, 254 Forest - Brussels

Carlijn Jacobs

Photographer - Paris

Alastair McKimm

Rédacteur en chef i-D magazine - New York

Pauline de Montferrand

Digital Creative director, Parfume & Beauty - Paris

Pieter Mulier

Creative director, maison Alaïa - Paris

Evelyn Simons

Curator, Horst Arts & Music - Brussels

Emma Charrin & Olivier Muller

Grand Prix of the Photography jury 2021 -
Marseilles, Brussels

Pierre Debusschere

President of the photography jury

Soon after completing his studies, Belgian visual artist Pierre Debusschere was singled out by the fashion community as an important new voice in image making.

Debusschere's work is intensely layered with meaning and symbolism. The artist invites interpretation by deliberately cultivating tension. His practice is intimately entwined with the worlds of music and fine art and the work reveals his enduring fascination with movement and the human form.

His engagement with both personal work and commercial projects allows Debusschere to investigate these preoccupations and the themes of our time from diverse perspectives, bringing a richness and clarity of vision to the entire body of work. His instantly recognizable style makes him a leading figure of his generation in his field.

Debusschere's photographs have been featured in fashion publications



©Luc Bertrand

including Vogue Italia, Vogue Germany, Exhibition Magazine, AnOther Magazine, Dazed & Confused, and Atmos. His advertising clients include Dior, Chanel, Givenchy, Louis Vuitton, Raf Simons, YSL, Comme des Garçons, Nike, Calvin Klein, Chaumet, and MAC. He created music videos for Beyoncé in 2020 and 2014 and for Alicia Keys in 2016 and works continually in the electronic music space.

In 2013, at the invitation of the Villa Noailles, Debusschere created a book, exhibition, and hour-long film

entitled "I Know Simply That The Sky Will Last Longer Than I". The film was exhibited in the Festival de Hyères (France).

Debusschere presented his second exhibition, UNcovered, at MAD in Brussels in 2018. The accompanying book was published by Triangle Books and the exhibition traveled to Bookmarc in Tokyo. Debusschere's latest exhibition, Spectrum, opened at The Room at 254Forest in September 2020.

GRAND PRIX OF THE PHOTOGRAPHY JURY

RALA CHOI

South Korea

Her



Portrait : Thomas Smith

GRAND PRIX OF THE PHOTOGRAPHY JURY

The House of CHANEL partners with the Grand Prix of the Photography jury to award a grant of 20,000 euros to the winner.



- Bottega Veneta has chosen to partner with the Festival de Hyères for the first time this year. With the Bottega Veneta grant, the House aims to support creativity in all its forms and will award the winner of the Photography Grand Prix the opportunity to collaborate on one of their campaigns.



- By becoming partners of the International Fashion and Photography Festival in Hyères, Kitten and Sheriff Projects affirm their support for emerging photographers. Their collective endowment will honor the winner of the Grand Prix du Jury Photographie with an exhibition of his or her work in a major venue dedicated to contemporary creation in Paris.



The exhibition will continue for a month at the Sheriff Gallery in the Marais in Paris.

The Art Lab of Sheriff Projects also supports the Festival by producing the prints of the ten finalists of the Grand Prix de la Photographie, as well as the prints of the works of the artist Pierre Debusschere, photographer, director, President of the jury and guest of honor of the Festival de Hyères.

SPECIAL MENTION OF THE PHOTOGRAPHY JURY

The special mention of the photography jury consist of
a grant of 5000 €

ADELINE CARE

France

Aithō, je brûle



Portrait : Thomas Smith

AMERICAN VINTAGE PHOTOGRAPHY PRIZE

CHIRON DUONG

Vietnam



AMERICAN VINTAGE PHOTOGRAPHY PRIZE

For the sixth year, American Vintage is partner with the International Festival of Fashion, Photography and Fashion Accessories in Hyères with the «American Vintage Photography prize».

Each of the 10 candidates preselected by the members of the jury must present a one-of-a-kind print based on a selection of American Vintage pieces. The 10 prints will be displayed during the entire duration of the festival at the Villa Noailles.

The grant, whose value equals 15,000 euros (including 5,000 euros for the selected photographer), consists in a fashion photoshoot order. It will be awarded to one of the finalists by the jury.

PUBLIC PRIZE - CITY OF HYÈRES

A creative residency at the villa Noailles or an artistic commission from the villa Noailles in 2023

RALA CHOI

South Korea

Her



Portrait : Thomas Smith

PHOTOGRAPHY GRANTS

- **Wallpaper*** will choose a finalist to shoot a main fashion story for the magazine. Wallpaper* looks at fashion from a different angle, accenting its relationship with design, architecture, art and wider visual culture, often collaborating with photographers from outside the fashion field. The winner will also be profiled on wallpaper.com with an interview and an accompanying picture gallery of their previous work.

ACCESSORIES COMPETITION



FINALISTS

Mélissa Café

Switzerland
Mixed, bags

Joshua Cannone

France
Menswear, bags

Scylia Chevaux

France
Mixed, leather goods, shoes and jewels

Adèle Dendaletche

France
Mixed, shoes

Justine Gévas

France
Womenswear, shoe accessories

Louise Leï Wang

Switzerland
Mixed, jewels

Lee Le Prunennec

France
Mixed, bags

Lola Mossino & Indra Eudaric

France
Womenswear, jewels

Bérénice Noël

France
Womenswear, jewels

Lisa van Wersch

Germany
Womenswear, bags

JURY

Aska Yamashita

Creative director, Atelier Montex embroidery - Paris
President of the jury and guest of honor

Mathieu Bassée

Creative director, Studio MTX - Paris

Alexandre Blanc

Designer, founder of the brand Alexandre Blanc - Paris

Eloi Chafaï

Designer, co-founder of Normal Studio - Montreuil

Yasmine Eslami

Designer, creator of the brand Yasmine Eslami - Paris

Émilie Hammen

Director of the CHANEL and le19M research chair on fashion savoir-faire, Institut Français de la Mode - Paris

Gianpaolo Pagni

Artist - Paris

Capucine Huguet

Grand Prix of the Fashion accessories jury 2021 - Paris

Aska YAMASHITA
Artistic Director of ATELIER MONTEX
President of the fashion accessories jury



©Luc Bertrand

After completing a literary baccalaureate and training at art school in the 19th arrondissement in Paris, Aska Yamashita joined the MONTEX ateliers aged 19 and started her work there painting on Greek-inspired dresses for the House of Chloé, whose artistic director at the time was Karl Lagerfeld. It was at this precise moment that she realised how much interest - indeed passion - that this profession inspired in her.

Thanks to the precious support and advice of Annie Trussart, former Artistic Director of the MONTEX

ateliers, and their aesthetic complicity, Aska Yamashita learnt not only the craft of design and the essential techniques of embroidery, but also the ability to express her sense of artistry. Over the course of the collections, she climbed the ranks, becoming manager of the design atelier, then artistic coordinator, and finally Artistic Director of the MONTEX ateliers in September 2017.

GRAND PRIX OF THE ACCESSORIES JURY

The Grand Prix of the Accessories jury awards a collaborative project with the Métiers d'art, worth up to 20,000 euros.

JOSHUA CANNONE

France
Static
Bags



The collections by the ten finalists were photographed by Julia & Vincent in July 2022 in Hyères under the artistic direction of Nataniel N.M. Robert.

Portrait : Thomas Smith

HERMÈS FASHION ACCESSORIES PRIZE

LOLA MOSSINO & INDRA EUDARIC

France



The collections by the ten finalists were photographed by Julia & Vincent in July 2022 in Hyères under the artistic direction of Nataniel N.M. Robert.

Portrait : Thomas Smith

HERMÈS FASHION ACCESSORIES PRIZE

For the third year, Hermès is renewing its partnership with the International Festival of Fashion, Photography and Accessories with the Hermès Accessories Prize. Through this prize, Hermès is delighted to support young talent and demonstrate its commitment to boldness and innovation as pillars of creativity. Creative freedom, the constant quest for the finest materials, the conveyance of exceptional know-how, innovative craftsmanship as well as the aesthetics of function combine to embody the uniqueness of the house of Hermès which, since 1837, has supported those who learn, master and transmit creative gestures.

The Hermès Accessories Prize, which provides a grant of €20,000, will be awarded to one winner selected by the jury for the creation of a belt.

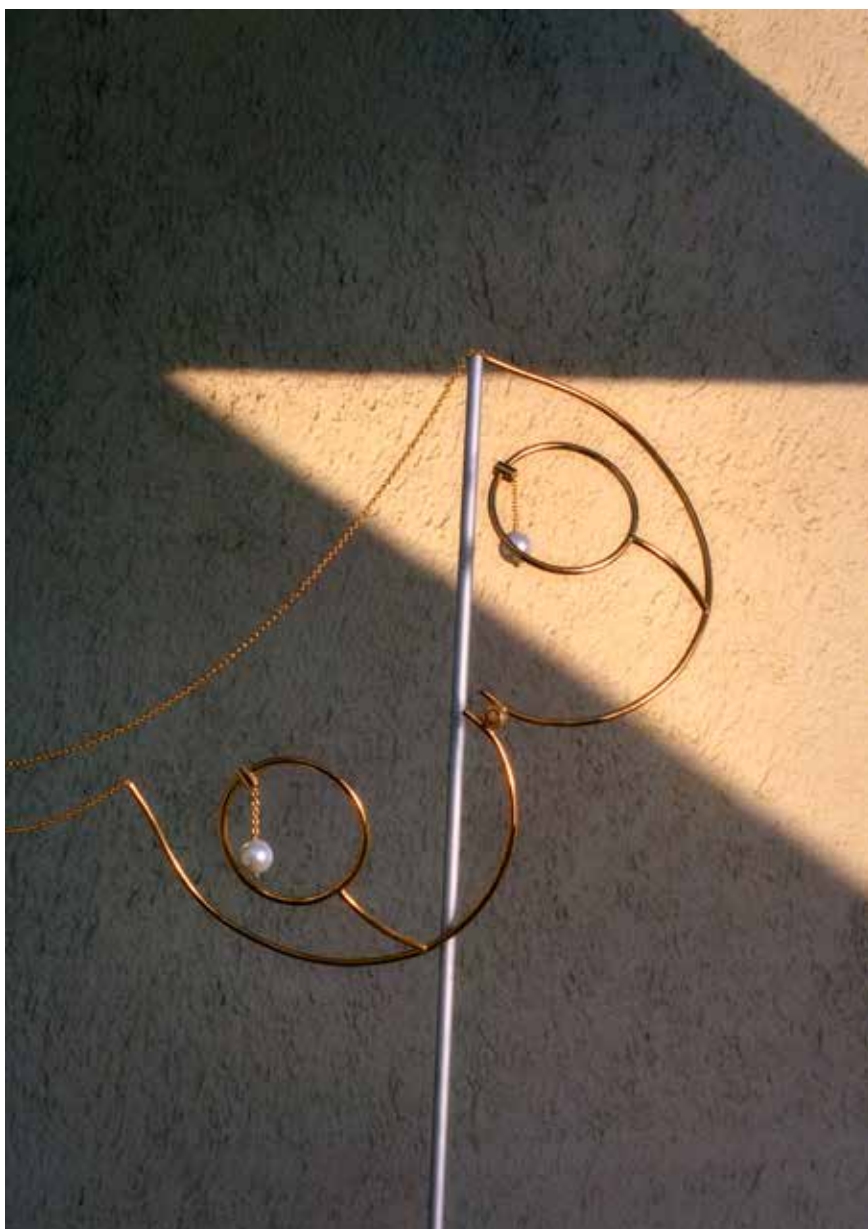
This follows previous years where the prize was awarded for the conception of a fashion accessory in 2020 and a glove in 2021.

PUBLIC PRIZE - CITY OF HYÈRES

A creative residency at the villa Noailles or an artistic commission from the villa Noailles in 2023

LOLA MOSSINO & INDRA EUDARIC

France



The collections by the ten finalists were photographed by Julia & Vincent in July 2022 in Hyères under the artistic direction of Nataniel N.M. Robert.

The trophies of the winners of the Fashion, Photography and Accessories awards are made by Desrues.

Canvas: Victor Siret, commissioned by the villa Noailles, 2022



Major Institutional Partners



Major Partners

CHANEL *le19M*

Main Partners



Festival's Partners



Year-round Partners



Media partners



FESTIVAL PARTNERS

CHANEL AND THE 37th INTERNATIONAL FESTIVAL OF FASHION, PHOTOGRAPHY AND ACCESSORIES - HYÈRES

As a Grand partner of the International Festival of Fashion, Photography and Accessories in Hyères since 2014, CHANEL is renewing its support for this major event in the new global creative scene, on the occasion of its 37th edition to be held from 13th to 16th October 2022. For the third consecutive year, *le19M* - a new Parisian site opened at CHANEL's initiative that brings together eleven Métiers d'art - is also strengthening its ties with the festival as a Grand Partner. CHANEL and *le19M* are thus both extending their commitment to the preservation and development of historic fashion savoir-faire.

The *le19M* Métiers d'art Prize, created in 2019, rewards the best collaboration between the ten finalists of the Fashion prize - from five different countries and selected by the jury chaired by Glenn Martens - and ten houses belonging to the Métiers d'art: Desrues, les Ateliers de Verneuil-en-Halatte, Lemarié, Maison Michel, Lesage, Goossens, Atelier Montex, Causse, Paloma and Lognon.

The Grand Prix of the Fashion Jury and the Grand Prix of the Accessories Jury are also awarded. CHANEL will accompany the winners over the long term by giving each one of them a grant of 20,000 euros dedicated to the making of a creative project with the Métiers d'art of their choice, to be unveiled in 2023, during the next edition of the festival.

This year, the public discovered the work of the three 2021 winners: Rukpong Raimaturapong (winner of the *le19M* Métiers d'art Prize), Capucine Huguet (winner of the Grand Prix of the Fashion Accessories Jury) and Ifeanyi Okwuadi (winner of the Grand Prix of the Fashion Jury Première Vision) presented the fruits of their collaboration with the Métiers d'art in an exhibition held at the gymnasium of the Villa Noailles throughout the festival.

CHANEL is also associated with the Grand Prix of the Photography Jury, with a grant of 20,000 euros for the winner.

The House is the official partner of the make-up booth for the festival's runway shows.

le19M AND THE 37TH INTERNATIONAL FESTIVAL OF FASHION, PHOTOGRAPHY AND ACCESSORIES IN HYÈRES

For the third consecutive year, le19M is a Grand Partner of the International Festival of Fashion, Photography and Accessories in Hyères, standing alongside the House of CHANEL in its commitment to the global creative avant-garde.

le19M symbolises the long history that links CHANEL to the Métiers d'art. Ever since the acquisition of the Desrues parurier in 1985, CHANEL has been committed to preserving, perpetuating and developing these unique savoir-faire, which are now deployed at le19M. A monumental architectural complex designed by Rudy Ricciotti, le19M brings together eleven of the Métiers d'art.

This venue gives its name to the le19M Métiers d'art prize, which awards the best collaboration between the ten fashion designers in competition and ten Houses belonging to the Métiers d'art: Desrues, les Ateliers de Verneuil-en-Halatte, Lemarié, Maison Michel, Lesage, Goossens, Atelier Montex, Causse, Paloma and Lognon. A grant of 20,000 euros will enable the winner to develop a long-term project with the Métiers d'art of their choice, to be unveiled in 2023, at the 38th edition of the festival.

This year, the creations of Rukpong Raimaturapong, winner of the le19M Métiers d'art prize in 2021, were given pride of place alongside those by the winners of the Grand Prix of the Fashion Jury, Ifeanyi Okwuadi, and the Grand Prix of the Fashion Accessories Jury, Capucine Huguet.

le19M also presented Broderythme, Aska Yamashita's exhibition, creative director of Atelier Montex and President of the fashion accessories jury.

Through this partnership with the International Fashion, Photography and Accessories Festival in Hyères, le19M supports young creatives, affirming its position at the heart of the artistic and societal challenges of fashion.

LVMH

By partnering with the International Festival of Fashion, Photography and Fashion Accessories in Hyères for over 20 years, the LVMH group underlines its strong and long-lasting commitment to artistic creation and the emergence of new talents.

The Group's fundamental values are the driving forces behind the development of its activities in sectors as diverse as Fashion & Leather Goods, Perfumes & Cosmetics, Wines & Spirits, Watches & Jewelry or Selective Retailing. The Group's Maisons operate in sectors with a rich diversity of creative disciplines. They aim to attract the best creative talents, to provide them with the means to develop their potential, to enrich them through exposure to varied cultures of our Maisons, and to allow them to create without restrictions. LVMH's mission is to support artistic heritage and contemporary creation every day, whether in fashion, visual arts, or photography, and, on a larger scale, to provide access to culture to the greatest number of people.

<https://www.lvmh.com/>

PREMIÈRE VISION PARIS

Première Vision Paris is a unique event gathering players in the creative fashion industry at its biannual shows, held in February and July, around a select offering of innovative materials and exclusive services.

Each season at its shows, but also throughout the year thanks to its marketplace, Première Vision Paris is a catalyst for new business relationships and reinforces the creative synergies between brands, fashion designers, and the industry's most innovative international companies, including spinners, fiber producers, weavers, tanners, designers, producers of accessories and components, and manufacturers.

Première Vision Paris is not only a business event; it is also an exceptional source of inspiration which, through several dedicated spaces, delivers detailed and forward-looking information, providing a comprehensive overview of the season's trends and styles through a selection of star products.

Première Vision is fully committed to the industry's move towards eco-responsibility, supporting professionals with these changes through informative content and its Smart Creation platform, a space showcasing eco-design, technical innovations and sustainable solutions.

The partnership with the International Festival of Fashion, Photography and Accessories, since 2011, reflects Première Vision's goals to support creation and promote know-how.

HERMÈS

Since 1837, Hermès has remained faithful to its artisan model and its humanist values. The freedom to create, the spirit of innovation, the constant search for beautiful materials, the transmission of savoir-faire of excellence, and the aesthetic of functionality all forge the singularity of Hermès, a house of objects created to last. An independent, family-owned company which encompasses 16 métiers, Hermès is dedicated to keeping the majority of its production in France through its 52 workshops and production sites and to developing its network more than 300 stores in 45 countries. The group employs more than 18,400 people worldwide, including more than 11,500 in France, among whom more than 6,000 are craftsmen*. Axel Dumas, a sixth-generation family member, has been Hermès CEO since 2013.

Founded in 2008, the Fondation d'entreprise Hermès supports projects in the areas of artistic creation, training and the transmission of savoir-faire, biodiversity, and the preservation of the environment.

* As of 30th June 2022

MERCEDES – BENZ

Design is one of Mercedes-Benz' most important success factors and plays a central role in the fashion and automotive worlds. It is a combination of creative ideas, individual character, contemporary lifestyle and sustainable luxury. The mutual ambition for exclusive materials, first-class craftsmanship and exceptional design which appeals to all senses of a discerning clientele – this is what unites Mercedes-Benz with the world of fashion and thus with the International Festival of Fashion, Photography and Accessories, Hyères. For the Festival's 37th edition, Mercedes-Benz once again partnered with Fashion Open Studio and hosted a sustainability masterclass for the fashion finalists, facilitating access to industry experts, to guide the designers in integrating responsible practices in their collections, and culminating with the inaugural Mercedes-Benz Sustainability Prize.

Since 1995, Mercedes-Benz has established itself worldwide as a major player in the fashion industry, building authentic relationships within the fashion community through its commitment to emerging designer initiatives, innovative collaborations, fashion week partnerships, and live events. The brand is currently active in many key locations around the world, including the Mercedes-Benz Fashion Weeks Mexico City, Madrid and Tbilisi amongst others. As part of its global fashion engagement, Mercedes-Benz continues to support and encourage the current and next generation of creatives through the Mercedes-Benz Fashion Talents programme. The programme offers designers a unique opportunity to present their work to an international audience and gain presence within the fashion world. Launched in 2009, Mercedes-Benz Fashion Talents has supported nearly 170 designers in over 30 platforms, including shows in Milan, London, New York, Paris, Beijing and Berlin.

Committed to the sustainable future of luxury design, Mercedes-Benz proactively works to future-proof the responsible growth of its fashion partnerships; highlighting best practices and aligning itself with creatives that reflect and champion values such as aspirational and intuitive design, creativity, diversity and innovation. As part of its global fashion commitment to support emerging design talents, Mercedes-Benz is very pleased to partner with the 37th International Festival of Fashion, Photography and Accessories, Hyères for the eleventh time.

www.mercedes-benz.com/fashion

Follow @MercedesBenz

#MercedesBenzFashion

#MercedesBenzFashionTalents

L'ATELIER DES MATIÈRES

Collecting. Revaluating. Reoffering.

Created in 2019 on CHANEL's initiative, L'Atelier des Matières adds value to unused materials as well as unsold or unused manufactured products from the Fashion and luxury sectors, and supports circular transformation in the textile and leather goods industry for the brands it accompanies.

Thanks to the expertise of its "valuers", L'Atelier des Matières collects Ready-to-Wear products, leather goods and small leather goods, shoes, as well as unused materials: threads and textiles, chains or metal elements, buttons and pouches, leather, and skins. L'Atelier supports the training of valuers, developing their disassembly and transformation expertise.

Once the materials or products are received in the Oise region, L'Atelier des Matières sorts, disassembles, extracts and sometimes transforms products in order to give them a new life: thanks to this eco-friendly approach, these deposits are then either given back to the supplier customers or resold to other customers. L'Atelier des Matières provides quality and recycled materials, relying on complete traceability of the resources entrusted to it, as well as on the confidentiality and security of its responsible transformation chain. Attentive to specific projects, the company customises its collection, transformation or design services to the needs of each designer or supplier.

Committed to research and development of sustainable solutions that will accompany tomorrow's generations, L'Atelier des Matières has become a partner of the International Fashion, Photography and Accessories Festival - Hyères in 2022. Attentive to designers and aiming at supporting the young generation, the company also supported the creation of the first

«L'Atelier des Matières Prize» awarded by the jury, rewarding one of the ten finalists of the Fashion Prize for the creation of a silhouette using dormant materials that it has made available.

FEDERATION DE LA HAUTE COUTURE ET DE LA MODE

The Fédération de la Haute Couture et de la Mode brings together more than a hundred distinctly contemporary French and international fashion Houses boasting unique know-how. It coordinates Paris Fashion Week® and the Haute Couture weeks, thereby helping to further assert Paris as the world fashion capital. It contributes to the promotion and development of French fashion culture, where Haute Couture, creativity and excellence are constantly enhanced by contemporary and innovative technologies. It supports its members by way of legal, social, training, innovation and sustainable development commissions. It plays a decisive role in the development of generations of designers in France and abroad. It attaches the utmost importance to the achievement of the global ambition of the French Fashion Institute in the fields of creation, management and know-how. At the heart of the fashion and design ecosystem, the Federation delivers expertise and shares solutions for a bold and sustainable future.

The FHCM is a partner of the Hyères Festival since 2003. It confronts the points of view of actors in the sector and organizes each year «Les Rencontres Internationales de La Mode à Hyères», with the support of DEFI - Comité de Développement et de Promotion de l'Habillement.

www.fhcm.paris

LE DEFI

The DEFI lies at the heart of the Fashion and Design ecosystem and has been working in the public interest for thirty years - it is almost the only means of support for all components of the French clothing industry.

Its goal is to work for the development of the French clothing and fashion industry. As a result, it engages in huge projects aiming to speed up the development of businesses - especially internationally - in order to support creative work, to extend the influence of French fashion and the image of the Paris market on the global stage and to promote know-how.

The image of excellence which France enjoys worldwide means that fashion is both a strategic industry and a genuine economic driving force and operates within a fast- changing environment. France is a country in which world leaders in luxury goods, cutting- edge designers, famous brands, new players and know-how of the highest standard all coexist. Paris is the only market in the world that widely opens its doors to foreign design.

All of the participants in the industry meet within the DEFI to draw up plans of action and support: business leaders, professional federations, designers, experts. The DEFI is the industry's only supervisory body, allowing them to compare points of view, decide upon a strategy and look for synergy by combining resources.

The DEFI works on behalf of the whole industry, from design to sale and also including numerous promotional initiatives both in France and abroad, with businesses attending foreign trade shows, the organisation of international missions and welcoming buyers and journalists to Paris during fashion weeks, financing fashion shows, press centres, SPHERE, meetings at the Festival d'Hyères and support for the Andam prize.

The work of the DEFI is designed to be fully operational, working on behalf of

businesses and designers for an open, innovative and creative world.

<https://www.defimode.org>

AMERICAN VINTAGE

Inspired by the United States, Michaël Azoulay founded American Vintage in Marseille in 2005. Impressed by the great outdoors and their absolutely relaxed atmosphere, he decided to revisit the most timeless basic of them all: the T-shirt.

Season after season, the collections expanded, structuring themselves around increasingly sophisticated pieces. American Vintage now offers a multifaceted wardrobe in which colors and materials, the brand DNA, spark pure emotion.

Inspired by the United States, Michaël Azoulay founded American Vintage in Marseille in 2005. Impressed by the great outdoors and their absolutely relaxed atmosphere, he decided to revisit the most timeless basic of them all: the T-shirt.

Season after season, the collections expanded, structuring themselves around increasingly sophisticated pieces. American Vintage now offers a multifaceted wardrobe in which colors and materials, the brand DNA, spark pure emotion.

On a constant quest for meaning, the brand has supported art in its every form over the past few years, in a variety of dazzling collaborations. It regularly spotlights emerging and renowned talents whose poetic worlds echo its own understated approach to fashion. After working with 10 artists to celebrate its 10th anniversary in 2015, and with painter Inès Longévial in 2017, the brand now turns to young French set designers Zoé Piter et Maximilien Pellet, who staged the photo shoots by Hubert Crabières in 2019.

Present at the Hyères International Festival of Fashion, Photography and Accessories since 2017, American Vintage will once again sponsor the 2022 edition, where it will grant its American Vintage Photography Award. A distinction that earns the winner a

cash prize and the right to exhibit a series of photos, taken for the Marseille brand, in stores.

www.americanvintage-store.com

GALERIES LAFAYETTE

Partner of the villa Noailles since 2007, the Galeries Lafayette group supports the 37th International Festival of Fashion, Photography and Accessories in Hyères. From its very beginnings, the Group has made its responsibility to arouse emotion and make culture more accessible through its stores. By embracing the long-lasting vision of its founders, the Group is convinced that the pulse of society is taken at the wrist of its artists. The Group is pleased to share its commitment to creation with villa Noailles, which brings together fashion professionals and young talents in a unique and multidisciplinary festival. In 2022 Galeries Lafayette is proud and honoured to strengthen its support by sponsoring the “Première Vision” top jury award for the first time.

The prize winner will be invited by Galeries Lafayette to create a capsule collection that embodies the department store's values of inclusivity and diversity in the fashion world. Through this collaboration, Galeries Lafayette is reiterating its long-standing commitment to promoting young designers by offering them the resources to produce and market their creations as widely as possible.

About Galeries Lafayette

Leading department store in France and famous all around the world, Galeries Lafayette has been the undisputed expert in fashion and events for the past 130 years, striving to make each visit a unique experience, by offering French and international clients a constantly renewed selection of the best brands, ranging from the affordable to premium and luxury. Present in the fashion, accessory, beauty, interior decoration, fine foods and catering sectors, the brand is celebrated for its 67 store network in France and abroad, and its e-commerce website [galerieslafayette.com](https://www.galerieslafayette.com).

More information on [galerieslafayette.com](https://www.galerieslafayette.com), Facebook and Instagram (@galerieslafayette)

LA CONFEDERATION EUROPEENNE DU LIN ET DU CHANVRE | CELC

The Federating Authority for the Linen Industry in the World Western Europe is the world leader of flax fiber production: France, Belgium and The Netherlands account for 80 % of world production! As the only European agro-industrial organization federating all the stages of production and transformation for flax/linen - 10 000 European companies in 14 countries -, CELC leads this industry of excellence in a globalized context. This mission relies on the innovative and environmental values of these natural fibers, guaranteed by traceability labels EUROPEAN FLAX® and MASTERS OF LINEN®, and promoted to trade and consumer through a promotional campaign.

SHERIFF PROJECTS

Operating as a Creative Tech Production House, Sheriff Projects provides services such as Digital Capture, Post Production, Fine Art services, Gallery, studio set-up Consulting, E-commerce Production, Studios rental and groundbreaking innovative technologies in order to help established and emerging brands to produce content with the highest standards in the Fashion, Beauty and Luxury industries

KITTEN

Kitten is an agency specializing in the production and creation of content for the luxury, fashion and beauty industries. Kitten is present in Paris, Valencia and Milan.